

Día de la Mujer Latina, Inc.
Venus Ginés, Founder/CEO
3605 Sandy Plains Rd. Ste. 240, #402 Marietta, Ga. 30066
Tel/Fax: 678-494-8879
Email: venusgines@mindspring.com
www.diadelamujerlatina.org

The Honorable Michael K. Powell
Chairman
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Re: Docket No. MB-02-235

Dear Mr. Chairman:

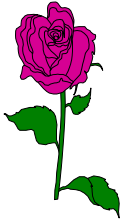
As the CEO/Founder of Dia de la Mujer Latina, Inc. I'd like to add my support to the merger between Univision Communications Inc. and Hispanic Broadcasting Corporation (HBC). As a Latina Advocate in the health care issues of this population at risk, I am confident that this merger will create a more credible organization, better equipped to serve our growing Latino/Hispanic audience.

The combined efforts of Univision and HBC should be viewed as a significant opportunity for Latino/Hispanics for the following reasons:

1) The Merger will promote growth of Latino/Hispanic radio and television job opportunities. The histories of both Univision and HBC are of growth, not constriction or consolidation.

Univision's commitment to diversity is exceptional. Continued growth of the radio and television businesses of Univision and HBC will inherently mean growth in media opportunities for Latinos/Hispanics. In the case of each of Univision and HBC, I am aware that more than 80% of the work force is Latino/Hispanic and that is expected to continue after the proposed merger. Latinos/Hispanics are employed across the entire field of employment opportunities at Univision. In fact, 50% of the Univision Board and 65% of operating management are Latino/Hispanic. Moreover, approximately 130 Latina women hold management positions.

2) New capital investments will be attracted to Latino/Hispanic media resulting in increased competition and greater management and ownership opportunities for Latinos/Hispanics. Major investors are increasingly interested in supporting entrepreneurs already engaged or considering entering the Latino/Hispanic media business. The Merger will serve to increase the interest of investors and other capital suppliers, thus resulting in the development of new Latino-based radio and television stations and networks.



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The growth of Univision and its policies of training and promoting Latinos/Hispanics have created a significant baseline for other communities. And, as a result of the pioneering work of Univision and companies like HBC to raise the visibility of Spanish-language media, the Latino broadcast talent base now has access to financing sources and advertising sources that would have been unimaginable only a few short years ago.

Regarding the growth of Spanish language media, I would like to make another point. I completely disagree with suggestions that this industry be segregated from other media. Over the past two decades, Spanish language media has grown by competing with English-language media and isolating this industry would be a huge step backward that would eventually eradicate the success already achieved. It is of grave concern to suggest that the media serving this community could be considered substandard or different from its general market competitors.

3) The combined Univision and HBC resources will provide enhanced services to the Latino/Hispanic community. I believe that combining the resources of Univision and HBC will result in a significant strengthening and growth of media services available to our community. By adding radio to Univision's television offerings, it will only improve the gap that exists in our Latino community in the area of culturally specific current events, not only in this town but globally. I have personally worked with the local Univision affiliate *Ch34* and was astounded with the results of my Public Service Announcement on Addressing health disparities. We had an overwhelming response to our call for participation to an annual health festival because of Univision's commitment to spread the word about this community event. I am particularly grateful for the many public service announcements broadcast on their air as well as the indispensable information provided on their website.

The benefits from the proposed merger of Univision and HBC will be rewarding. I ask that this proposed transaction receive all due consideration as promptly as possible in order to make these benefits for the public a reality.

Sincerely,